

# Focus On: Go-To-Market

## 25 Questions to Align Your Whole Team for Success

Whether managing a sales team or operating as a one-person-show, sales leaders at smaller firms wear many hats and need to take a large number of inputs into account to inform their strategic priorities and day-to-day execution.

The discussion checklist below has helped our clients plan their sales and marketing efforts to identify priorities and gaps and help address potential issues in advance.

The guide will shed light on areas that demand attention, enabling you to address areas that will become (or already are) roadblocks to success. Whether you go through it on your own, with other leaders at your firm, or with outside advisors, putting a plan in place to elevate performance in specific areas will pay off.



### Product/Service

- ✓ Are there new launches planned? Pivots required? Mergers or acquisition activity?
- ✓ What are the timing implications for ramping sales on new offerings?
- ✓ What are the implications for the installed base and/or channel and what is the communication plan?
- ✓ Do we have the right resources to help lead the charge?



### Pipeline & Forecasting

- ✓ What are the revenue goals by product/service area? By target segment?
- ✓ Do we have enough going into the pipeline to hit our targets?
- ✓ Are we spending enough time on prospecting vs. selling vs. account management?
- ✓ What are the margin goals and how can I improve? Is the organization's focus across departments aligned with the revenue and margin goals?
- ✓ What is the contribution from the installed client base and how can I improve/grow this business? What is the plan by account?



### Segmentation

- ✓ Does an account based vs. horizontal plan get me better traction with lower investment?
- ✓ Are there new segments to penetrate? Do we have a plan of how our organization will do that?
- ✓ Do I have the right people to sell in specialized segments?



## Channels/Alliances/Partnerships

- ✓ Are there new channels, alliances or partnerships to be forged that will further my sales goals?
- ✓ Are we doing a good job of nurturing and leveraging the partnerships we already have in place?
- ✓ Have we created the right level of support to ensure these relationships pay off?



## Staffing

- ✓ Do we have the right sales resources on the team to support our growth objectives? Will we need to staff up to meet targets?
- ✓ When should I ramp/invest in inside sales? How will I support this effort? How sophisticated or experienced do these resources need to be?



## Sales Enablement

- ✓ Is my team adequately prepared to sell? Do they have the right training, materials and support to continue to deliver?
- ✓ Are my teams tech-enabled? Are our CRM and marketing automation systems running seamlessly and correctly to maximize efficiency and reporting?
- ✓ Do we keep a good pulse on new sales platforms and technologies to leverage for our programs? Are we taking advantage of the most relevant sales technologies available to us?
- ✓ Is the sales and marketing information united or siloed? How can this improve?



## Marketing Programs

- ✓ Do we get the volume and quality of leads needed to fill our pipeline?
- ✓ Does our solution lend itself to inbound leads? Is our marketing set up to support an inbound approach?
- ✓ Is marketing creating the right programs to help drive and support the sales effort? Is the effort targeted and consistent?



## Marketing Strategy

- ✓ Does marketing have a full understanding of the sales cycle, funnel dynamics, customer targets, personas, and barriers?
- ✓ How knowledgeable are we about the competitors and how to sell against them?
- ✓ Are the metrics and visibility into programs easy or difficult to obtain? How can this improve? Do we have the right technology in place to support this?
- ✓ Are the timelines between Marketing and Sales in sync?
- ✓ Is our company investing enough resources in Marketing to support the sales efforts?

Would you benefit from  
an outside perspective?

[CONTACT US](#)

Request a complimentary advisory call with us. You review your top priorities and challenges, and we'll share insights and recommendations based on our deep expertise and what we've seen working with similar firms.

**ABOUT MAGNETUDE:** Magnetude is a B2B marketing firm that pioneered the fractional marketing approach for small to medium tech-related businesses. The firm offers a wide range of strategic and execution-focused marketing services to seamlessly dovetail into client growth goals.

The company specializes in growth strategy consulting and fractional marketing department services including marketing strategy, messaging, branding, websites, content development, digital marketing, demand generation, sales and channel enablement, and brand visibility.



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